Date: Monday, June 18, 2001

Subject: LMS Vendor Short List Analysis

The purpose of this document is to describe the approach for selecting LMS vendors to respond to the vendor packet for an LMS. This document details the primary resources that were used to perform this analysis, and describes the steps taken to select the vendors.

Three main resources were used in researching the data for this analysis:

- *Learning Management Systems: How to Choose the Right System for Your Organization* by Brandon Hall, Ph.D.
- *Learning Management Systems: Voice of the Customer Study* by Brandon Hall, Ph.D.
- *Competitive Profiles* by the Gartner Group

Details of how each resource was used are noted below.

Learning Management Systems: How to Choose the Right System for your Organization

The Brandon Hall report, *Learning Management Systems: How to Choose the Right System for your Organization*, analyzed the best-of-breed LMSs based on capabilities. From this report, the short list of Enterprise Level Learning Management Systems was most applicable to SFA University's needs. These systems have the following characteristics:

- Scalable for large-scale implementations
- Adherence to Learning Industry Standards
- Interoperability with third-party courseware and off-the-shelf authoring tools
- Combination of eLearning and classroom functionality
- Connectivity with ERP/HRIS systems

All twelve learning management systems listed as best of breed were considered for this analysis.

Learning Management Systems: Voice of the Customer Study

The Brandon Hall report, *Learning Management Systems: Voice of the Customer Study*, details 22 vendors in their customers' own words. Brandon Hall received 222 responses to questionnaires it had sent to LMS customers regarding their satisfaction with their LMS. The report analyzes these responses and rates customer satisfaction from 1 to 10 based on six criteria:

- Product
- Sales Process
- Installation
- Support
- Ability to Meet Future Needs
- Overall Quality

Brandon Hall received three to fourteen responses for each vendor in the report. The average number of responses per vendor was 6.4. In reading the report, those vendors receiving less than six customer responses tended to score at the extremes of the Brandon Hall spectrum (1 – 10) in comparison with other vendors who received more responses. Additionally, the analyses of the positives and negative customer comments were far less detailed in those vendor analyses where Brandon Hall received less than six completed questionnaires for the vendor. Therefore, rather than base a recommendation on incomplete information, this analysis included only those vendors with a minimum of six responses to the Brandon Hall questionnaire.

To further narrow the field, only those vendors who scored an average of at least a 6.0 of the six criteria were considered for this analysis. This left nine contenders. One vendor, TEDS, had several serious negative customer comments in the report and no positive comments. TEDS was excluded from the LMS Short List for this reason.

Competitive Profiles

The Gartner Consulting Group compiled their study, the *Competitive Profiles* report, for Docent, one of the market leaders in the LMS arena today. The Gartner Group's report broke up the LMS market into two categories: those created for the web and those that followed a traditional, i.e. non-Internet, approach. Only the best-of-breed performers were detailed in the report. In the Internet category, Saba and Knowledge Planet were reviewed. In the traditional category, Click2Learn, Learning Space, and WBT Systems were reviewed. With such a finely tuned list of systems, all five were included in this analysis.

Summary

All the data above was compiled into a table in the LMS Vendor Summary document (see attached). Each time a vendor met the criteria described above, it got an "X" to mark its adherence to the criteria. The X's are totaled at the bottom of the table, and those vendors with a minimum of two X's, with the exception of TEDS noted above, were invited to demonstrate their products.

A bibliography of resources that were researched for this analysis is attached.

Bibliography

Alexander, Steve, "Learning Curve", *InfoWorld,* June 1, 2001.

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